

Nuevas Adquisiciones

Embajada de los Estados Unidos

BIBLIOTECA BENJAMÍN FRANKLIN

MARZO 2010

Servicio Cultural e Informativo

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AERONAUTICA

Who owns the sky?: the struggle to control airspace from the Wright brothers on



Stuart Banner
Cambridge, MA : Harvard University Press, 2008.

343.7309 BAN

First book to tell the forgotten story of the sky elusive property. This is a collection of curious tales questioning the ownership of airspace and a reconstruction of a truly novel movement in the history of American law, Banner's book reminds us of the powerful and reciprocal relationship between technological innovation and the law, in the past as well as in the present.

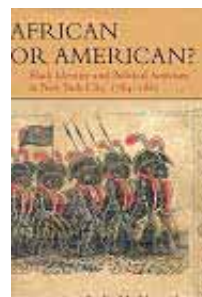
AFROAMERICANOS

African or American?: Black identity and political activism in New York City, 1784-1861

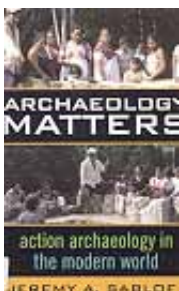
Leslie M. Alexander
Urbana, IL : University of Illinois Press, 2008.

305.896 ALE

Chronicles the growth and development of Black activism in New York from the formation of the first Black organization, the African Society, in 1784 to the eve of the Civil War in 1861. Examining Black newspapers, speeches, and organizational records, this study documents the creation of mutual relief, religious, and political associations, which Black men and women infused with African cultural traditions and values.



ARQUEOLOGIA



Archaeology matters: action archaeology in the modern world

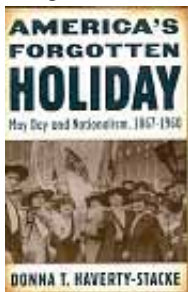
Jeremy A. Sabloff
Walnut Creek, CA : Left Coast Press, 2008.

930.1 SAB

Points to ways in which archaeology might be important to the understanding and amelioration of contemporary problems. Archaeologists help Peruvian farmers increase crop yields, aid city planners in reducing landfills, and guide local communities in tourism development and water management. This brief volume, aimed at students and other prospective archaeologists, challenges the field to go beyond merely understanding the past and actively engage in making a difference in the today's World.

ASUNTOS LABORALES

America's forgotten holiday: May Day and nationalism, 1867-1960



Donna T. Haverty-Stacke
New York, NY : New York University Press, 2009.

394.2627 HAV

Explains how May Day's celebrants, through their colorful parades and mass

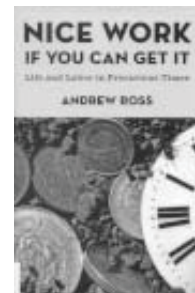
meetings, both contributed to the construction of their own radical American identities and publicized alternative social and political models for the nation. This fascinating story of May Day reveals how many contours of American nationalism developed in dialogue with political radicals and workers, and uncovers the cultural history of those who considered themselves both patriotic and dissenting Americans.

Nice work if you can get it : life and labor in precarious times

Andrew Ross
New York, NY : New York University Press, 2009.

331.62 ROS

Surveys the new topography of the global workplace and finds an emerging pattern of labor instability and uneven development on a massive scale. Combining detailed case studies with lucid analysis and graphic prose, the author looks at what the new landscape of contingent employment means for workers across national, class, and racial lines, from the emerging "creative class" of high wage professionals to the multitudes of temporary, migrant, or low wage workers.

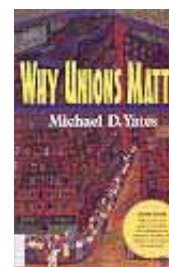


Why unions matter

Michael D. Yates
New York, NY : Monthly Review Press, 2009.

331.88 YAT

Shows why unions still matter. Yates uses simple language, clear data and engaging examples to explain why workers need unions, how unions are formed, how they operate, how collective bargaining works, the role of unions in politics, and what unions have done to bring workers together across the divides of race, gender, religion, and sexual orientation.



BIBLIOTECOLOGIA

The elements of library research : what every student needs to know

Mary W. George
Princeton, NJ : Princeton University Press, 2008.

025.524 GEO

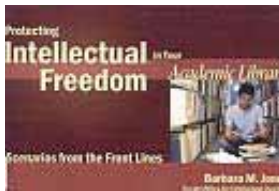
This short, practical book introduces students to the important



components of the information-seeking process. Unlike guides that describe the research process but do not explain its logic, this book focuses entirely on basic concepts, strategies, tools, and tactics for research--in both electronic and print formats.

Protecting intellectual freedom in your academic library : scenarios from the front lines

Barbara M. Jones

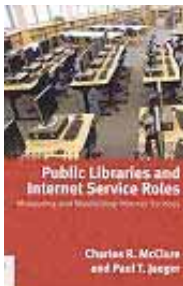


Chicago, IL :
American Library
Association, 2009.

027.7 JON

This title presents a number of scenarios in which intellectual freedom is at risk and includes case studies that provide narrative treatment of common situations tailored to academic libraries, easy motivating ways to prepare new hires for handling intellectual freedom issues, and detailed information on how to handle challenges to materials in your collection.

Public libraries and internet service roles: measuring and maximizing Internet services



Charles R. McClure and
Paul T. Jaeger
Chicago, IL : American
Library Association, 2009.

025.04 MCC

According to experts Charles McClure and Paul Jaeger, the Internet has had more impact on public libraries than any other technology since the creation of the book. It may not alter the fundamental nature of the public library, but there is no question that the Internet is changing the roles and expectations of public libraries. Learn the importance of measuring and maximizing library service through Internet services, and discover new and unique Internet-enabled

service roles of public libraries, expanding on the Web 2.0 environment.

BIOGRAFIA

Truman Capote, enfant terrible

Robert Emmet Long
New York, NY :
Continuum, 2008.

813.54 LON



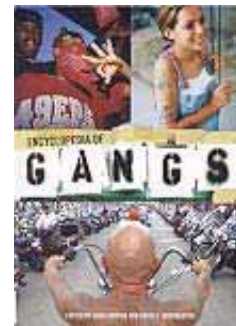
This is a critical biography of Truman Capote's career from his early beginnings in rural Alabama to his death in Beverly Hills. Coverage includes the writing and staging of *The Grass Harp*, and its later adaptation as a Hollywood film, and the story behind "House of Flowers", from a travel sketch to a Broadway musical.

CIENCIAS SOCIALES

Encyclopedia of gangs

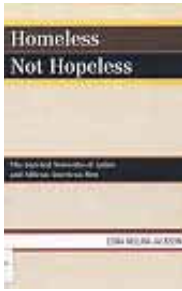
Edited by Louis Kontos
and David C. Brotherton
Westport, CT :
Greenwood Press,
2008.

REF 364.1 ENC



The encyclopedia provides the reader with a detailed overview of the great variety of gangs in American society and elsewhere. It also provides an overview of public policies and programs that seek to ameliorate the gang problem. Words in bold print indicate topics about which separate entries can be found in the encyclopedia. Cross-referencing through bold print is limited to the first time such word/topics appear in any entry -in order to avoid clutter.

Homeless not hopeless : the survival networks of Latino and African American men



Edna Molina-Jackson
Lanham, MD : University
Press of America, 2008.

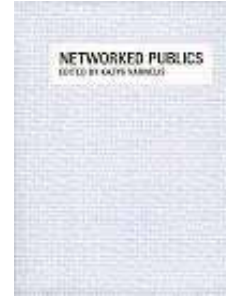
362.50973 MOL

Explores the role social networks play in the daily survival of homeless Latino and African American men. Using a qualitative research design, the author observes how these men initiate, participate in, and maintain social networks and how these networks function. Their Americanized networks facilitate the integration into a subculture of street life, while those of recent-immigrant Latinos revolve around their struggles to find work, avoid deportation, and enlist the support of "paisanos."

Networked publics

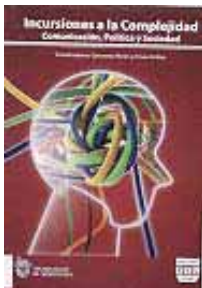
Edited by Kazys
Varnelis
Cambridge, MA : MIT
Press, 2008.

303.48 NET



Examines the ways that the social and cultural shifts created by digital media and network technologies have transformed our relationships to (and definitions of) place, culture, politics, and infrastructure. Four chapters provide a synoptic overview along with illustrative case studies. An introduction by anthropologist Mizuko Ito and a conclusion by architecture theorist Kazys Varnelis frame the chapters, giving overviews of the radical nature of these transformations.

Incursiones a la complejidad : comunicación, política y sociedad



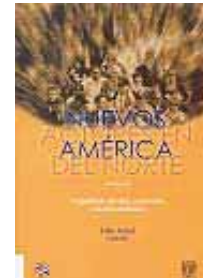
Genoveva Flores
Quintero, Amaia Arribas
Urrutia (coords.)
México, D.F : Plaza y
Valdes : Instituto
Tecnológico de
Monterrey, 2008.

S 303.972 INC

La multiplicidad de miradas de las y los investigadores del Centro de Investigación de Ciencias Sociales y Humanidades parten de tres ejes fundamentales: la comunicación, la política y la sociedad, y desde allí abordan la complejidad que significa comunicar, publicar, enseñar, percibir el espacio público o analizar los complejos fenómenos de la sociedad en un mundo globalizado, donde las fronteras de la comunicación se expanden por las posibilidades tecnológicas; o donde los nuevos actores políticos se muestran en la prensa sin dar a conocer directamente su rostro o pueden descubrirse en la manera en que se percibe una ciudad como la de México.

Nuevos actores en América del Norte

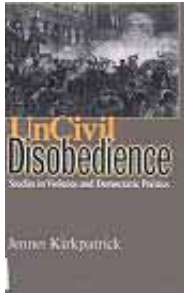
Edit Antal (editora)
México : Universidad
Nacional Autónoma de
México, Centro de
Investigaciones sobre
América del Norte, 2005.



S 355.033 NUE 2 V.

El primer volumen aborda el sector energético, la seguridad nacional y el narcotráfico, así como las nuevas y las viejas industrias, el consumo y las protestas económicas en la era de la globalización, redes sociales y la interacción de los actores relativos al medio ambiente. El segundo volumen agrega el análisis de las identidades culturales y políticas y el empoderamiento de los actores sociales.

Uncivil disobedience: studies in violence and democratic politics

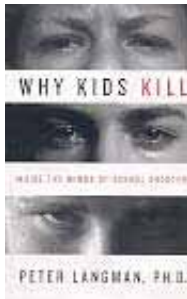


Jenne Kirkpatrick
Princeton, NJ : Princeton University Press, 2008.

303.6 KIR

Uncivil Disobedience examines the roles violence and terrorism have played in the

exercise of democratic ideals in America. Jenne Kirkpatrick explores how crowds, rallying behind the principle of popular sovereignty and desiring to make law conform to justice, can disdain law and engage in violence. She exposes the hazards of democracy that arise when citizens seek to control government directly, and demonstrates the importance of laws and institutions as limitations on the will of the people. Uncivil Disobedience calls for a new vision of liberal democracy where the rule of the people and the rule of law are recognized as fundamental ideals, and where neither is triumphant or transcendent.



Why kids kill : inside the minds of school shooters

Peter Langman
New York, NY : Palgrave Macmillan, 2009.

371.782 LAN

In the ten years since the school massacre at Columbine High School in Colorado, school shootings have become an alarming epidemic. While sociologists have attributed the trigger of violence to peer pressure, such as bullying and social isolation, prominent psychologist Peter Langman argues here that psychological causes are responsible. Drawing on 20 years of clinical experience, Langman offers surprising reasons for why some teens become violent. He divides shooters into three categories, and discusses the role of personality, trauma, and psychosis among school shooters. From examining the material evidence of

notorious school shooters at Columbine and Virginia Tech to addressing the mental states of the violent youths he treats, Langman shows how to identify early signs of homicide-prone youth and what preventive measures educators, parents and communities can take to protect themselves from the tragedy.

CINE

Códigos de guerra [videorecording]

Writers John Rice, Joe Batteer ; director, John Woo

Santa Monica, CA :
MGM Home
Entertainment, 2004.



S DVD 791.43 COD

En la brutal batalla de Saipan de la 2a Guerra Mundial, surge una amistad entre el Sargento Joe Enders y Ben Yahzee, un joven Navajo entrenado para comunicar el único código de guerra nunca descifrado por el enemigo, el código Navajo.

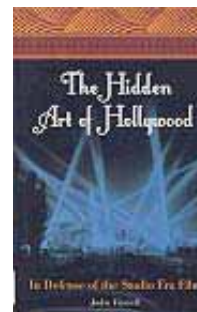
CINEMATOGRAFIA

The hidden art of Hollywood : in defense of the studio era film

John Fawell
Westport, CT : Praeger, 2008.

791.43 FAW

While the greatness of the classic Hollywood film is settled business, there are also many who have difficulty understanding why these films are taken as seriously as they are. In his effort to answer the many questions that classic American cinema suggests, the author considers previous criticism of Hollywood, but also draws from a huge fund of recorded interviews with the directors, writers, cinematographers, set designers,



producers, and actors who were a part of the studio process.

CIVISMO

Educating democratic citizens in troubled times : qualitative studies of current efforts



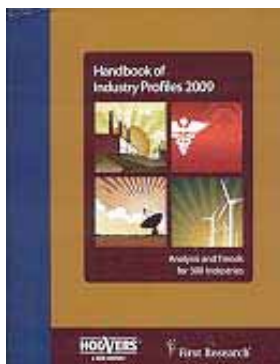
Edited by Janet S. Bixby & Judith L. Pace
Albany, NY : SUNY Press, 2008.

370.115 EDU

Offers a groundbreaking examination of citizenship education programs that serve contemporary youth in schools and communities across the United States. These programs include social studies classes and curricula, school governance, and community-based education efforts. A variety of theoretical lenses and qualitative methodologies are used, including ethnography, focus group interviews, and content analyses of textbooks.

COMPAÑÍAS AMERICANAS

Hoover's Handbook of Industry Profiles 2009 : Analysis and Trends for 300 Industries



Analysis and Trends for 300 Industries

Austin, TX :
Hoovers Inc, 2009.

REF 338 HOO

Get an overview of each industry's competitive landscape and

learn about product, operations, and technology issues, as well as critical challenges facing the industry. Edge out competitors by using the call preparation questions, and gain an understanding of the

sales and marketing processes typical of the industry.

Planet Google : one company's audacious plan to organize everything we know

Randall Stross
New York, NY : Free Press, 2008.

338.7 STR



Based on unprecedented access he received to the highly secretive "Googleplex," acclaimed New York Times columnist Randall Stross takes readers deep inside Google, the most important, most innovative, and most ambitious company of the Internet Age. His revelations demystify the strategy behind the company's recent flurry of bold moves, all driven by the pursuit of a business plan unlike any other: to become the indispensable gatekeeper of all the world's information, the one-stop destination for all our information needs. Will Google succeed? And what are the implications of a single company commanding so much information and knowing so much about us?

DEPORTES

Golf in America

George B. Kirsch
Urbana, IL : University of Illinois Press, 2009.

796.352 KIR

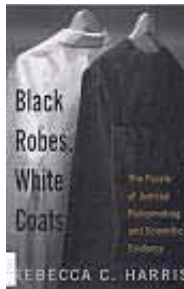
In this concise social history of golf in the United States from the 1880s to the present, the author tracks the surprising growth of golf as a popular, mainstream sport, in contrast to the stereotype of golf as a pastime enjoyed only by the rich elite. The book also chronicles the challenges of two world wars and the Great Depression, during which country



clubs reduced fees and relaxed admission restrictions to maintain memberships, and many golfers of modest means, patronized municipal courses.

DERECHO PENAL

Black robes, white coats : the puzzle of judicial policymaking and scientific evidence

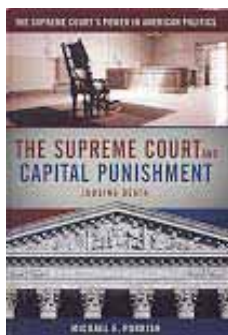


Rebecca C. Harris
New Brunswick, NJ :
Rutgers University Press,
2008.

347.7367 HAR

Combining political analysis, scientific reasoning, and an in-depth study of specific state supreme court cases, this book is an interdisciplinary examination of the tradition "gatekeeping," the practice of deciding the admissibility of novel scientific evidence. The author examines judicial policymaking in three areas: forensic DNA, polygraphs, and psychological syndrome evidence.

The Supreme Court and capital punishment : judging death



Michael E. Parrish
Washington, Dc : CQ
Press, 2010.

345.73 PAR

Explores the ways the Court has shaped the guidelines under which Americans have been tried, convicted, sentenced and put to death for capital offenses. Recounts the history of the Court's involvement in all aspects of the death penalty, chronicling the major cases that define American capital punishment jurisprudence. Placing considerable emphasis in twentieth-century developments, the book examines the impact of these rulings on the behavior of legislators, judges, prosecutors, defense attorneys, and defendants.

DISCURSOS

Representative American speeches : 1979-

Edited by Waldo W.
Braden [et al]
New York, NY : H. W.
Wilson, 1980-

815.08 REP 2008-09



This volume comprises five issues: offers a survey of speeches by members of the President Obama administration and also includes the inaugural address. Abundant evidence speaks to the troubled condition of the American paper, and a chapter herein includes some highlights of the recent national discussion of green energy. Speeches in the subsequent chapters describe how the U.S. auto industry came to its current perilous state and ask whether and how it can be saved.

DOCUMENTALES

102 minutes that changed America [videorecording]

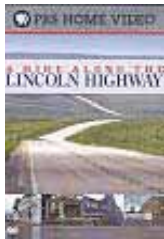
Producer, Nicole Rittenmeyer ; produced by
Siskel/Jacobs Productions
New York, N.Y : A&E
Television Networks,
2008.

DVD 973.931 ONE



A chronological record of the World Trade Center attacks on September 11, 2001, assembled from video & audio footage recorded by more than 100 eyewitnesses. 102 minutes passed between the first plane's impact into One World Trade Center, the second plane's attack on Two World Trade Center, and the eventual collapse of both buildings.

A ride along the Lincoln Highway [videorecording]



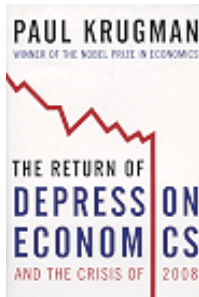
Producer, writer, Rick
Sebak
S.I : PBS Home Video,
2008.

DVD 388.1 RID

Examines some of the history of the road, which runs from New York City to San Francisco and shows some of the joys of riding along it today. The Lincoln Highway was established in 1913 as America's first coast-to-coast paved highway. It connected New York City with San Francisco and passed through towns and cities in 13 states.

ECONOMIA

The return of depression economics and the crisis of 2008



Paul Krugman
New York, NY : W.W.
Norton, 2009.

330.9 KRU

In his 1999 book, Nobel Prize-winning economist Krugman surveyed the economic crises that had swept across Asia and Latin America, and pointed out that they were a warning: like antibiotic-resistant diseases, the economic maladies that caused the Great Depression were making a comeback. In the years that followed, as Wall Street boomed and wheeler-dealers made vast profits, the crises of the 1990s faded from memory. But when the great housing bubble of the mid-2000s burst, the U.S. financial system proved as vulnerable as those of developing countries. In this greatly updated edition, Krugman shows how the failure of regulation to keep pace with an out-of-control financial system set the United States, and the world, up for the greatest financial crisis since the 1930s. He also lays out the steps that must be taken to

contain the crisis, and turn around a world economy sliding into a deep recession.

EDUCACION

Bilingual education in the 21st century: a global perspective

Ofelia García ; with
contributions by
Hugo Baetens
Beardsmore
Malden, MA ;
Oxford : Wiley-
Blackwell Pub,
2009.



370.117 BIL

Examines languages and bilingualism as individual and societal phenomena, presents programs types, variables, and policies in bilingual education, and concludes by looking at practices, especially pedagogies and assessments.

Educating engineers: designing for the future of the field

Sheri D. Sheppard ...
[et al.]
San Francisco, CA :
Jossey-Bass, 2009.



620.0711 EDU

Focuses on the practice of teaching and learning that shape future engineers. The book considers the strengths and weaknesses of current curricular goals and teaching practices, in light of the major changes in professional practice in this new global era. Also addresses concerns about declining enrollment, under representation of women and minorities, and perceived inadequacies in the preparation of graduates for the shifting roles of practicing engineers.

Finding the right texts : what works for beginning and struggling readers

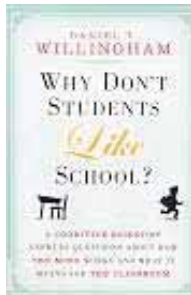


Edited by Elfrieda H. Hiebert, Misty Sailors
New York : Guilford Press, 2009.

372.414 FIN

Meets an important need by reviewing the best available research on the role of specific text features, including linguistic and conceptual content, in supporting the development of proficient reading. Also explored are ways that teacher scaffolding can help students who have difficulties with particular aspects of types and texts.

Why don't students like school? : a cognitive scientist answers



questions about how the mind works and what it means for your classroom

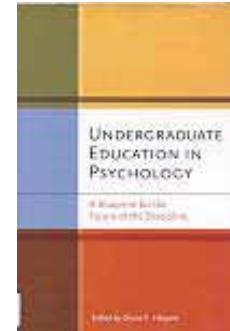
Daniel T. Willingham
San Francisco, Calif : Jossey-Bass, 2009.

370.1523 WIL

Cognitive scientist Dan Willingham has focused his acclaimed research on the biological and cognitive basis of learning and has a deep understanding of the daily challenges faced by classroom teachers. This book will help teachers improve their practice by explaining how they and their students think and learn, revealing the importance of story, emotion, memory, context, and routine in building knowledge and creating lasting learning experiences.

Undergraduate education in psychology : a blueprint for the future of the discipline

Edited by Diane F. Halpern
Washington, DC : American Psychological Association, 2010.



150.711 UND

This book presents the findings and recommendations of the 2008 National Conference on Undergraduate Education in Psychology. Chapters explore nine critical questions, for example, why do we need to rethink how we educate students in psychology? Who is teaching psychology and what is the quality of instruction? How can we promote learning with new technologies? The book integrates its findings with five key quality principles and practical recommendations in every chapter.

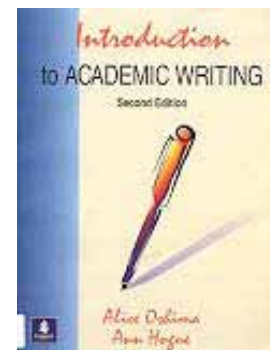
ESCRITURA

Introduction to academic writing

Alice Oshima, Ann Hogue
White Plains, NY : Longman, 1997.

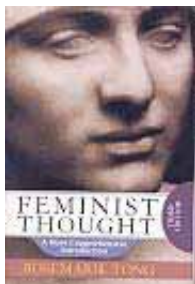
808.042 OSH

Helps students master the standard organizational patterns for paragraphs and essays. The text's approach integrates the study of rhetorical patterns and the writing process with extensive practice in grammar, mechanics, and sentence structure.



ESTUDIOS DE GENERO

Feminist thought : a more comprehensive introduction

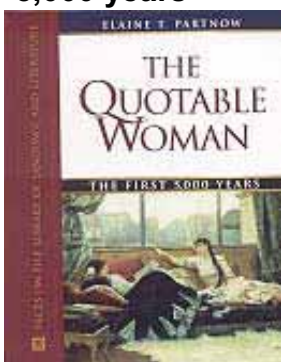


Rosemarie Tong
Boulder, CO : Westview Press, 2009.

305.4201 TON

Includes incisive, critical examinations of liberal feminism, radical, Marxist and socialist, as well as eco-feminism. Encompass recent developments in feminist thought, and a chapter on care-focused feminism, an exploration of the connections of multicultural and global feminism with postcolonial feminism and a close consideration of the linkages between postmodern feminism and third wave feminism.

The quotable woman : the first 5,000 years



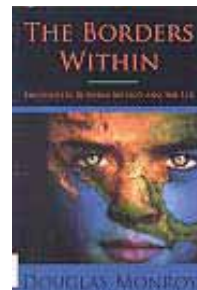
Compiled and edited by Elaine T. Parnow
New York, NY : Facts on File, 2001.

REF 305.4 PAR

This new edition of the quotable woman is the definitive collection of notable quotations by women, from Eve to Madeleine Albright. It includes more than 18,000 quotations from more than 3,600 women throughout history, on subjects from friendship and love to politics, religion, art, and women's role in society.

FRONTERA MEXICO-ESTADOS UNIDOS

The borders within : encounters between Mexico and the U.S



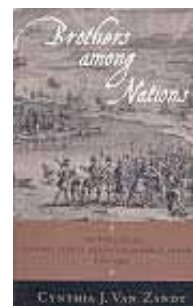
Douglas Monroy
Tucson, AZ : University of Arizona Press, 2008.

327.73 MON

Douglas Monroy, a noted Mexican American historian, has for many years pondered the historical and cultural intertwining of the two nations. Here, in beautifully crafted essays, he reflects on some of the many ways in which the citizens of the two countries have misunderstood each other.

HISTORIA

Brothers among nations : the pursuit of intercultural alliances in early America, 1580-1660



Cynthia J. Van Zandt
New York, NY : Oxford University Press, 2008.

303.48 ZAN

Argues that the pursuit of alliances was a widespread multiethnic quest that shaped the early colonial American world in fundamentally important ways. These alliances could produce surprising results, with Europeans sometimes subservient to more powerful Native American nations, even as native nations were sometimes clients and tributaries of European colonists.

**The Civil War [videorecording].
The Battle of 1st Bull Run ; The
54th Massachusetts.**

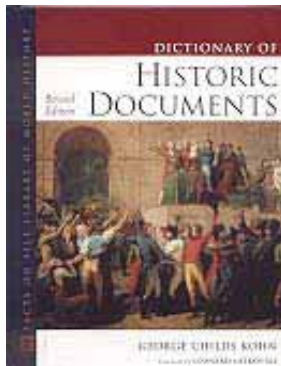


[New York, NY] : A&E
Television Networks, 2007.

DVD 973.7 CIV V.4

The first battle of the Civil War was a stunning victory for the Confederacy led by Stonewall Jackson and a humiliating loss for the Union. It also sent a clear message to a once overconfident North: the war was going to be long, costly, and bloody. About the 54th Massachusetts, most of its members were escaped slaves who wanted a chance to revenge. Others were educated black men who believed in the cause. Was this elite regiment called upon for their gallantry, or were they considered cannon fodder?

Dictionary of historic documents



*George Childs
Kohn, editor*
New York, NY :
Facts on File,
2003.

REF 016.909 DIC

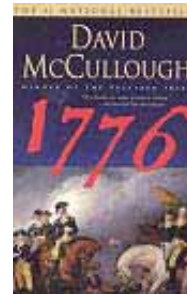
Additions to the revised edition of this substantial reference includes entries on

significant documents from the end of the 20th century, including the Charter of Paris for a New Europe, the Maastricht treaty, the North American Free Trade Agreement, the Rio Declaration, and the Kyoto Protocol. Each entry includes a description of the document, detailing its origins, content, and impact (the text of the document itself is not included), as well as a list of sources. A timetable of documents and bibliography organized by country are provided.

1776

David McCullough
New York, NY : Simon &
Schuster Paperbacks,
2006.

973.3 MCC



Based on extensive research in both American and British archives, 1776 is a powerful drama written with extraordinary narrative vitality. It is the story of the King's men, the British commander, William Howe, and his highly disciplined red coats that looked on their rebel foes with contempt and fought with a valor too little known.

IDIOMA INGLES

**Barron's practice exercises for the
TOEFL test
of English
as a foreign
language**

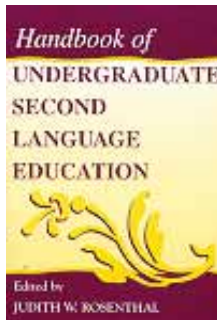
*Pamela J.
Sharpe*
Hauppauge, NY
Barron's, 2007.

428.076 SHA



Prepares you to succeed on the paper-based TOEFL (PBT) and the Internet-based TOEFL (IBT), with more than 1000 practice questions with explanatory answers, and updated to reflect both current TOEFL tests format. Includes questions for listening, speaking, structure, reading, and writing, two TOEFL model test, and six enclosed audio compact discs give you hours of practice.

Handbook of undergraduate second language education



Edited by Judith W. Rosenthal
Mahwah, NJ : L. Erlbaum, 2000.

418.007 HAN

Offers the most comprehensive up-to-date description of the wide array of second-language programs currently available to undergraduate students in the United States and abroad. It brings together for the first time detailed descriptions of programs in foreign language, English as a second language (ESL), dual language (bilingual), American Sign Language (ASL), Native American, and heritage languages.

U.S. immigration made easy



Ilona Bray, updated by Carl Falstrom
Berkeley, CA : Nolo, 2007.

REF 342.73 BRA

This book was developed to give you the help you need to live legally in the United States, either on a temporary or permanent basis. For example, you may be interested in working, joining family, studying, or retiring in the U.S. Here you will find the different kind of visas available and the qualifications needed to get each one, how to prepare the paperwork for the visa you want, how long it takes to get each visa and how to avoid common pitfalls.

INMIGRACION

Immigration and religion in America : comparative and historical perspectives



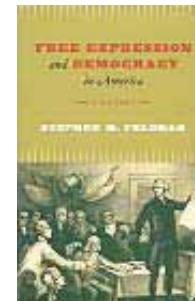
Edited by Richard Alba, Albert J. Raboteau, and Josh DeWind
New York : New York University Press, 2009.

200.86 IMM

In comparing patterns in American immigrants' religious lives, past and present, this book clarifies how such processes as incorporation into existing religions, introduction of new faiths, and conversion have contributed to America's extraordinary religious diversity and adds a comprehensive religious dimension to our understanding of America as a nation of immigrants.

LIBERTAD DE EXPRESION

Free expression and democracy in America : a history



Stephen M. Feldman

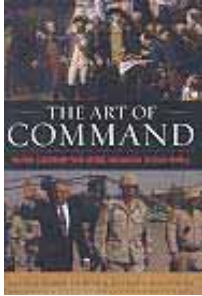
Chicago, IL : The University of Chicago Press, 2008.

342.7308 FEL

From the 1798 Sedition Act to the war on terror, numerous Presidents, members of Congress, Supreme Court justices, and local officials have endorsed the silencing of free expression. Charting the course of free expression alongside the nation's political evolution, the author argues that our level of freedom is determined not only by the Supreme Court, but also by cultural, social, and economic forces. Along the way, he pinpoints the struggles of excluded groups, women, African American, and laborers, to participate in democratic government as pivotal to the development of free expression.

LIDERAZGO

The art of command : military leadership from George



Washington to Colin Powell

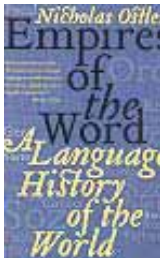
Edited by Harry S. Laver and Jeffrey J. Matthews
Lexington, KY :
University Press of
Kentucky, 2008.

355.3 ART

Are leaders born with the innate ability to inspire their followers, or are they formed over years of study and practice? What are the leadership differences among luminaries in America history such as George Washington, Dwight D. Eisenhower, and Colin Powell? Tracing the careers and character traits of nine legendary leaders the authors provide a richly detailed critical analysis of each leader's personal development and leadership style.

LINGUISTICA

Empires of the word : a language history of the world



Nicholas Ostler
New York, NY : Harper
Perennial, 2006.

409 OST

First history of the world's great tongues, gloriously celebrating the wonder of words that binds communities together and makes possible both the living of a common history and the telling of it. From the uncanny resilience of Chinese through twenty centuries of invasions to the engaging self-regard of Greek and to the struggles that gave birth to the languages of modern Europe, these epic achievements and more are brilliantly explored, as are the fascinating failures of once "universal" languages.

Language : the big picture

Peter Sharpe
London ; New York :
Continuum, 2009.

420 SHA

In this engaging introduction, the author answers a series of questions about language to show its inner workings. Drawing on expertise from a myriad of related disciplines, he examines the origins of language, how language produces meaning, the variation of language across cultures, how language is used in society, and whether or not there is a "correct" way to use language.

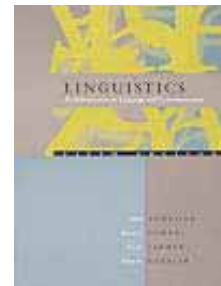


Linguistics : an introduction to language and communication

Adrian Akmajian ... [et al.]
Cambridge, MA : MIT
Press, 2001.

410 LIN

Provides a sound introduction to linguistic methodology while also revealing why people are intrinsically interested in language, the ultimate puzzle of the human mind. Includes selected readings sections, updated examples, new discussion on the creative nature of neologisms, and the use of IPA as the primary transcription system throughout.



LITERATURA

Herman Melville and the American calling: the fiction after Moby-Dick, 1851-1857

William V. Spanos
Albany, NY : State University
of New York Press, 2008.

813.3 SPA

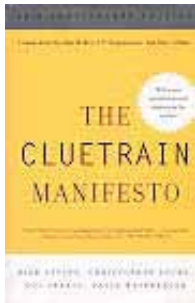
Oriented by the new Americanist perspective, this book constitutes a rereading



of Herman Melville's most prominent fiction after Moby-Dick. In contrast to prior readings of this fiction, William V. Spanos's interpretation takes as its point of departure the theme of spectrality precipitated by the metaphor of orphanage that emerged as an abiding motif in Melville's creative imagination.

MERCADOTECNIA

The Cluetrain manifesto

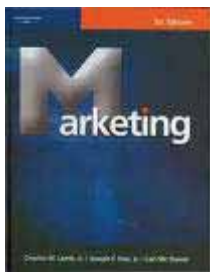


Rick Levine ... [et al.].
New York, NY : Basic Books, 2009.

303.4833 CLU

With a giant "People of Earth..." The Cluetrain Manifesto roared into the

Web's consciousness in 1999. Appearing first as a website, quickly followed by the book, the Manifesto proclaimed an "end of business as usual," through their 95 Theses including the first one: "Markets are conversations." This Manifesto remains essential reading for anybody interested in the Internet and e-commerce, and especially vital for businesses confronting the evolving landscape of the digital marketplace.



Marketing

Charles W. Lamb, Joseph F. Hair, Carl McDaniel
Mexico : Thomson, 2006.

S 658.8 LAM

Incluye una gran cantidad de ejemplos reales relacionados con la industria del espectáculo a fin de cumplir con dos objetivos: enseñar con amenidad y, en consecuencia, que lo estudiado le quede claro al estudiante. Incluye glosario con las diferentes formas en que se conocen algunos términos de marketing en varios países de América Latina y España.

MEDIO AMBIENTE

Forests forever : their ecology, restoration, and protection

John J. Berger
Chicago, IL : Distributed by the University of Chicago Press, 2008.

333.75 BER

Offers a clear and comprehensive survey of forest history and management practices in North America and the world. Berger draws upon diverse sources in science, politics, economics, law, and anthropology to argue that ecology should be the driving force behind domestic and international forest management.



MEDIO ORIENTE

A brief history of Iraq

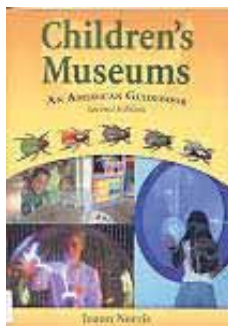
Hala Fattah ; with Frank Caso
New York, NY : Checkmark Books, 2009.

956.7 FAT

Takes a concise but comprehensive look at the peoples and cultures of Iraq and the regional influences that shaped the destiny of the country's many ethnicities, religions, sects, and national groups. Because of Iraq's porous frontiers, its accommodating soil and climate, and its diverse inhabitants, its history has been one of interaction, adaptation, acculturation, and modification.



MUSEOS



Children's museums : an American guidebook

Joann Norris
Jefferson, NC :
McFarland & Co, 2009.

REF 069.083 NOR

Information on 242 children's museums can be found in this guide. Entries are by state, from Tuscaloosa, Alabama to Laramie, Wyoming. Each entry includes a description of the museum, its hours, admission fees, contact information and nearby sites of interest. An appendix describes museum associations, including the Association of Youth Museums, the Association of Science-Technology Centers, and the American Association of Museums.

NATIVOS AMERICANOS

The power of promises : rethinking Indian treaties in the Pacific Northwest

Edited by Alexandra Harmon
Seattle, WA : Center for the Study of the Pacific Northwest : In association with University of Washington Press, 2008.

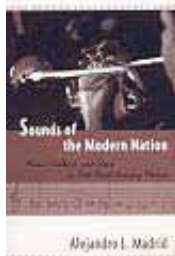


323.1197 POW

Shows that Indian treaties have implications for important aspects of human history and contemporary existence, including struggles for political and cultural power, the functions of stories about the past, and the process of defining national and ethnic identity.

MUSICA

Sounds of the modern nation : music, culture, and ideas in post-revolutionary Mexico



Alejandro L. Madrid.
Philadelphia, PA : Temple University Press, 2009.

780.972 MAD

Explores the developments of modernist and avant-garde art music styles and aesthetics in Mexico in relation to the social and cultural changes that affected the country after the 1910-1920 revolution. The author argues that these modernist works provide insight into the construction of individual and collective identities based on new ideas about modernity and nationality, and reflects on the multiple intersections between these two ideas and the dialogic ways through which these notions acquired meaning.

NEGOCIOS Y ADMINISTRACION

Cómo crear una empresa exitosa : técnicas y consejos esenciales para empezar y hacer crecer un nuevo negocio

Bilbao : Ediciones Deusto, 2006.

S 658.11 COM



La creación de una empresa va acompañada tanto de oportunidades como de peligros. Empezando por lo más básico como es redactar un plan de negocio hasta los desafíos que existen al financiar el nuevo proyecto empresarial. Este libro es el recurso esencial para el éxito.



Twitter power : how to dominate your market one tweet at a time

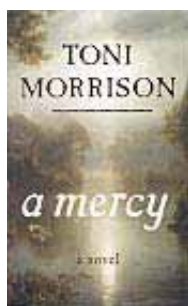
Joel Comm

Hoboken, N.J : Wiley, 2009.

658.872 COM

In Twitter Power, Internet marketing and Web innovation expert Joel Comm shows businesses and marketers how to integrate Twitter into their existing marketing strategies to build a loyal customer following among Twitter members, expand awareness for their product or service, and even handle negative publicity due to angry or disappointed consumers.

NOVELAS



A mercy

Toni Morrison

New York : Knopf, 2008.

F MOR MER

In exchange for a bad debt, an Anglo-Dutch trader takes on Florens, a young slave girl, who

feels abandoned by her slave mother and who searches for love--first from an older servant woman at her master's new home, and then from a handsome free blacksmith.

PERIODISMO

The environment and the press : from adventure writing to advocacy



Mark Neuzil

Evanston, IL : Northwestern University Press, 2008.

070.4 NEU

Explores the evolution and influence of environmental journalism. The first part of the book details the precursors to the discipline, including ancient texts,

science and agriculture writing, and outdoor adventure writing. The author argues that the news media plays an instrumental role in recognizing, defining and legitimizing certain environmental issues as social problems and illuminates ways in which news media coverage influences social change.

Writing your journal article in 12 weeks : a guide to academic publishing success

Wendy Laura Belche

Thousand Oaks, CA : SAGE

Publications, 2009.

070.5 BEL



Revolutionary approach to enabling academic authors to overcome their anxieties and produce the publications that are essential to succeeding in their fields. Each week, readers learn a particular feature of strong articles and work on revising their articles accordingly. At the end of twelve weeks, they send their articles to a journal. This invaluable resource is the only guide that focuses specifically on publishing humanities and social science journal articles.

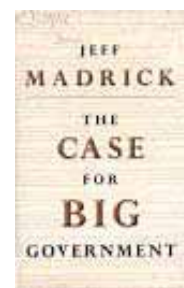
POLITICA Y GOBIERNO

The case for big government

Jeff Madrick

Princeton, NJ : Princeton University Press, 2009.

320.973 MAD



Political conservatives have long believed that the best government is a small government. But if this were true, noted economist Jeff Madrick argues, the nation would not be experiencing stagnant wages, rising health care costs, increasing unemployment, and concentrations of

wealth for a narrow elite. In this perceptive and eye-opening book, Madrick proves that an engaged government-a big government of high taxes and wise regulations-is necessary for the social and economic answers that Americans desperately need in changing times. He shows that the big governments of past eras fostered greatness and prosperity, while weak, laissez-faire governments marked periods of corruption and exploitation.

Parties and policies: how the American government works



David R. Mayhew
New Haven, CT : Yale University Press, 2008.

320.6 MAY

Investigates political parties, politicians, elections, and policy making to discover why public policy emerges in the shape that it does. The fourteen essays included were written over the past three decades, and collectively showcase author's skepticism of the usefulness of political parties as an analytic window into American politics.

Savage democracy: institutional change and party development in Mexico



Steven T. Wuhs
University Park, PA : Pennsylvania State University Press, 2008.

324.272 WUH

Examines organization, leadership and changes within Mexico's historic pro-democratic opposition parties, the Partido Acción Nacional and the Partido de la Revolución Democrática. Explores the implications for overall party organization and the future of Mexico's democratic experiment.

POLITICA EXTERIOR

La seguridad nacional de México y la relación con Estados Unidos

Leonardo Curzio
México : Universidad Nacional Autónoma de México, Centro de investigaciones sobre América del Norte, 2007.

S 355.033 CUR



Buena parte de los intereses nacionales de México coinciden con los del coloso del Norte, circunstancia que plantea un desafío enorme para México ante la asimetría de poder de cada uno de los países, los prejuicios que envenenan las soluciones basadas en la mayor cooperación y una historia saturada de incomprensión y agravios. En esta obra, el autor se enfrenta a esta compleja problemática con propuestas geoeconómicas y geoestratégicas a las que puede recurrir nuestro país en este nuevo contexto.

POLITICAS PUBLICAS

Is there a doctor in the house? : market signals and tomorrow's supply of doctors

Richard M. Scheffler
Stanford, CA : Stanford General Books, 2008.

338.4 SCH

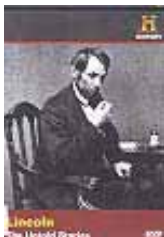
In this concise and readable analysis, the author goes beyond the guessing game to demonstrate that today's health care system is the product of financial influences in the policy realm and in the offices of medical centers, HMOs, insurers, and physicians throughout America. He shows how factors such as physicians income, medical training costs, and new technologies affect the specialties and geographic distribution of doctors.



PRESIDENTES

Lincoln, the untold stories

[videorecording]



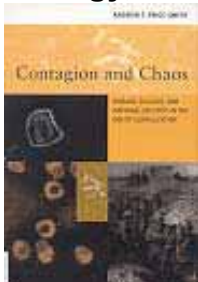
Produced by Triage, Inc. for the History Channel
New York, N.Y : History, 2009.

DVD 973.7 UNT

In the years following his tragic death, Abraham Lincoln became one of the most popular and beloved presidents in American history. Despite his fame and familiarity, however, many crucial aspects of his life remain shrouded in mystery.

SALUD PUBLICA

Contagion and chaos : disease, ecology, and national security in the era of globalization



Andrew T. Price-Smith
Cambridge, MA : MIT Press, 2009.

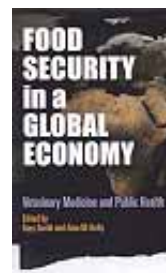
362.196 PRI

Historical exploration of relations between state and society in the context of contagion, ranging from Thucydides' observations to relatively recent times. It also analyzes the effects of the influenza pandemic of 1918-19 on various affected societies, and the deleterious effects of HIV/AIDS in intra-societal relations, the capacity of state institutions, and the relation of the state to society in the context of the contagion. Includes an investigation into the effects of a prior-induced contagion of bovine spongiform and its human variant, deals with SARS contagion of 2002-03, and analyze violent conflict and war as "disease amplifiers."

Food security in a global economy: veterinary medicine and public health

Edited by Gary Smith and Alan M. Kelly.
Philadelphia, PA : University of Pennsylvania Press, 2008.

614.43 FOO



Contributors from across the globe and from a range of disciplines -veterinarians, public health officials, researchers, scholars, and industry experts- provide analysis and cutting-edge research. From the spread of avian influenza to the burgeoning problems associated with more affluent and urbanizing populations in the developing world, this book provides a comprehensive overview of the issues that form the central challenge for veterinary medicine in the twenty-first century.

TECNOLOGIAS DE LA INFORMACION

Digital technologies and the museum experience : handheld guides and other media

Edited by Loïc Tallon and Kevin Walker
Lanham, MD : AltaMira Press, 2008.

069 DIG



The biggest trend in museum exhibit design today is the creative incorporation of technology. This book explores the potential of mobile technologies (cell phones, digital cameras, MP3 players, and PDAs) for visitor interaction and learning in museums, drawing on established practice to identify guidelines for future implementations.

Social software and Web 2.0 technology trends



Edited by P. Candace Deans
Hershey, PA :
Information
Science
Reference, 2009.

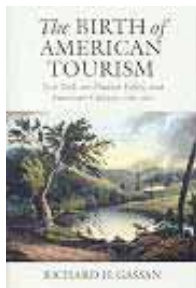
004.678 SOC

Fills a research
need, due to
these new

technologies and applications being relatively new and evolving rapidly. Provides an overview of the current state of Web 2.0 technologies and their impact on organizations and educational institutions. Written for academicians and practicing managers, this estimable book presents business applications as well as implementations for institutions of higher education with numerous examples of how these technologies are currently being used.

TURISMO

The birth of American tourism : New York, the Hudson Valley, and American culture, 1790-1830



Richard H. Gassan
Amherst, MA : University
of Massachusetts Press,
2008.

338.4 GAS

At the beginning of the nineteenth century travel for leisure was strictly an aristocratic luxury beyond the mean of ordinary Americans. According to the author, the origins of American tourism in the Hudson Valley can be traced to a confluence of historical accidents, including the proximity of the region to the most rapidly growing financial and population center in the country, with its expanding middle class, and the remarkable beauty of the valley itself.

URBANISMO

An American urban residential landscape, 1890-1920 : Chicago in the progressive era



Craig Turnbull
Amherst, NY :
Cambria Press,
2009.

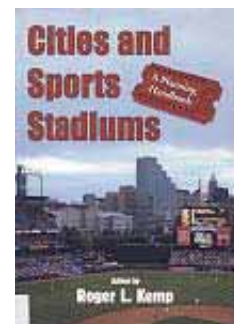
307.1 TUR

Offers a systematic description and critical analysis of grassroots improvement, demonstrating the interrelatedness of the apparently contradictory elements of progressive thought and behavior. Indeed, the history of improvement and its various advocates reveals the progressive capacity to simultaneously embrace both "positive" and "negative" reforms while remaining relatively unaware of their incongruities.

Cities and sports stadiums : a planning handbook

Edited by Roger L. Kemp
Jefferson, NC :
McFarland & Co, 2009.

796.06 CIT



In cities and towns throughout the country, there is evidence that community development and renovation is increasingly being centered around multi-use stadiums and arenas. This book examines how local governments and organizations are revitalizing their communities through multi-use stadiums and arenas which provide the best inner-city venues for sports, entertainment, cultural events, and business expositions.

- Consulta las ediciones anteriores de este boletín

www.usembassy-mexico.gov/bbf/bfproductos.htm

y el catálogo público en línea

www.usembassy-mexico.gov/bbf/bfcatalogo.htm

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- Página de la BBF en



www.usembassy-mexico.gov/bbf/bffacebook.htm

- Visita el calendario de eventos de Embajada de Estados Unidos en México

www.usembassy-mexico.gov/bbf/eventos.htm